

FIG. 1

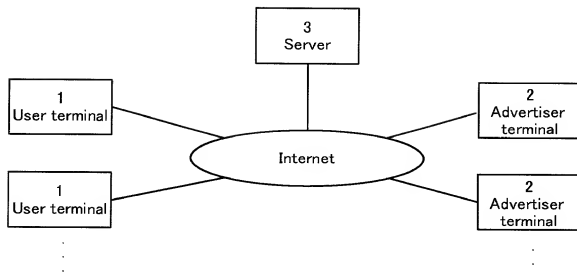


FIG. 2

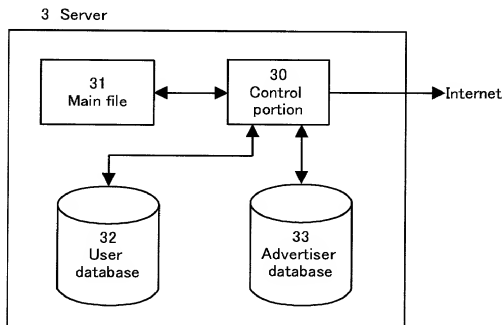


FIG. 3

User database 32

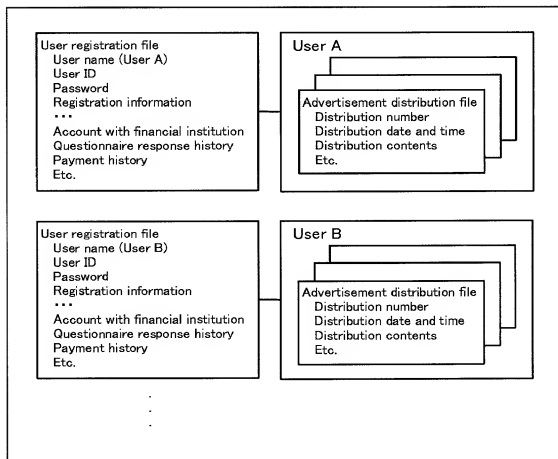


FIG. 4

Advertiser database 33

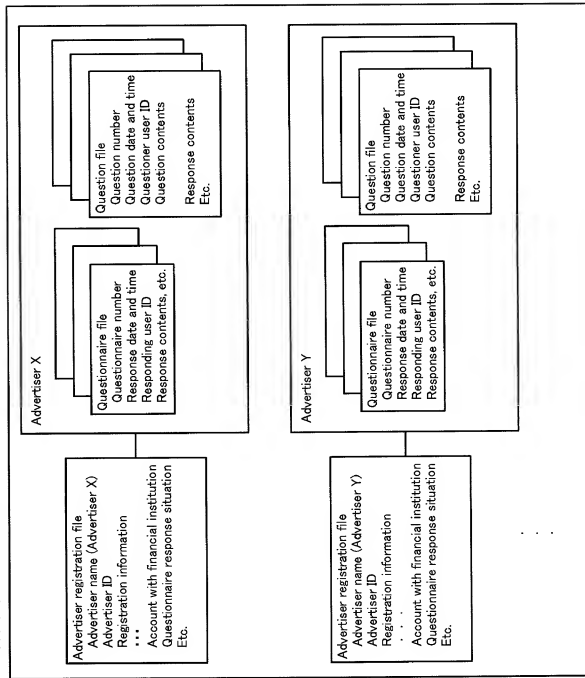


FIG. 5

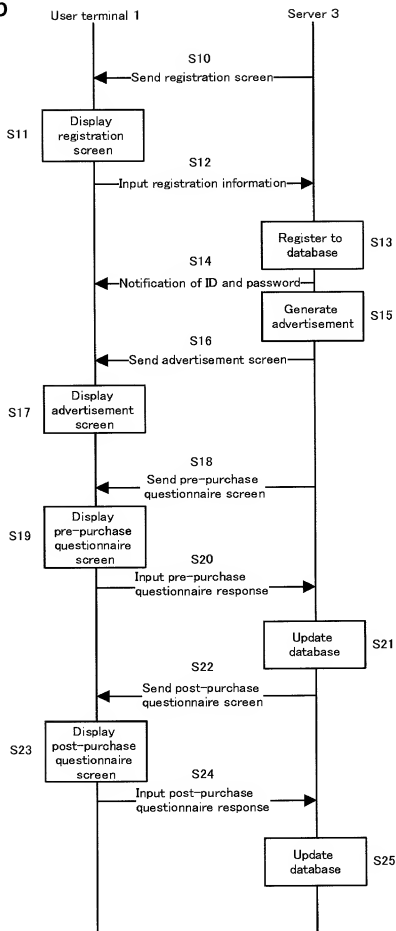
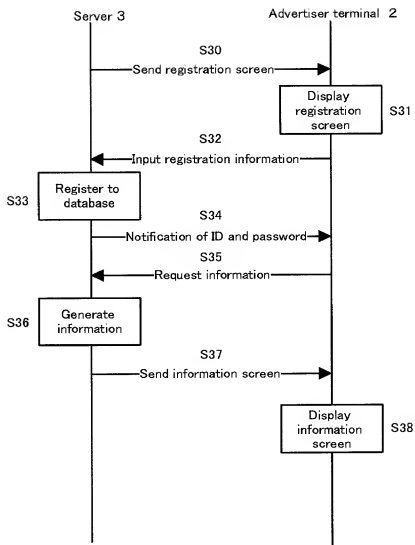


FIG. 6



09903534, 071301

FIG. 7

Advertisement broker site	Menu	
For advertiser	Register	
	Provide information	
	Respond to question	
For consumer (user)	Register	Ask a question
	Search	View response
	Pre-purchase questionnaire	
	Post-purchase questionnaire	

09903534-07301

FIG. 8

Company name/Company information (founding date/employees/sales/rating, etc.)

Type of products

Pull down menu

Food
Miscellaneous
Gardening products
Household vehicle
Homes
Real-estate
Medical supplies
Medical treatment
Financial institution
Insurance
Etc.

Product name

Outline of products and services

Sales starting date/Suggested retail price/Standard prices

URL for detailed product specifications/Services

Sales method/Mode of service provision

Pull down menu

①General retail sales/Stores only
②Mail-order only
③Door-to-door sales only
④Combination of 1 through 3

Sales region

Pull down menu

Pull down menu

①Kanto only
②Kansai only
③Hokkaido only
④Kyushu only
⑤Japan only
⑥Other (overseas only)
⑦Combination of 1 through 6

Shipping conditions

General
Frozen
Refrigerated
Moisture-proof
Earthquake proof (poison/radiation proof)
Special

Restrictions on sales

Pull down menu

①Only to medical institutions
②Only to ages 18 and older
③Only to holders of license for handling hazardous materials
④Other

Cooling-off conditions

Pull down menu

Unopened 100% refund
Opened but unused % refund
Used % refund
Pay shipping costs

Maintenance/Follow-up services

Pull down menu

Net period/Mandatory maintenance period ____ days
Grievance reception (telephone/fax/e-mail)
(Maintenance/Continuing service)
Useful life/Life span
Consumable items/Replacement parts/Particulars
Completeness of informed consent (medical treatment)
Other characteristics

FIG. 9

User name/Input e-mail address/Credit card transaction information

Type of products

Product name to be searched (if indicated)

Outline of products and services to be searched (if indicated)

Search condition 1 (priority condition)

Search condition 2 (second priority condition)

Purchase method

Indicated delivery date/time

Preferred receiving location

Indicate cooling-off conditions

Maintenance/Follow-up services

Method for distributing information

Timing of e-mail distribution

Pull down menu

Pull down menu

Pull down menu

Pull down menu

←

In store
Mail-order
Door-to-door sales

Pull down menu

←

Home
Nearest convenience store
Other ——— Address/Telephone number input screen

←

Pull down menu
Indicate if possible

←

Pull down menu
Indicate if possible

←

Pull down menu

←

Pull down menu

Food
Miscellaneous
(supermarket/department store)
Gardening products
Household vehicle
Homes
Real-estate
Medical supplies
Medical treatment
Financial institution
Insurance
Etc.

In order of price(from the lowest)
In order of price environmentally sensitive products
In order of distance from the nearest
In order of accessory services
In order of product reliability
In order of product popularity
In order of overall evaluation from the best
In order of publicity
By company
By usage/specification
In order of product line
In order of inventory
In order of availability
In order of initial sales date
In order of user confidence
In order of service grievance
In order of overall evaluation from the worst

X convenience store
Y convenience store

1.E-mail + hyperlink
2.Log in to homepage
3.By postal mail only
4.Number of mailings
5. Only when conditions are met

Setting of mail opening order
1.Real time
2.Set price or lower
3.New release
4.Time of entering inventory
5.Time specified
6.Weekday designated
7.Limited number of mailings
8.Other

FIG. 10

Input authentication information

User ID

Password

Back Next

FIG. 11

The user's mailing parameters are as follows.
Please reset the parameters should the contents change.

①Type of product/service	→ Medical organization
②Specific item	→ Dental care
③Selection condition 1	→ Popularity
④Selection condition 2	→ Distance from home
⑤Selection condition 3	→ Combination of first and second selection conditions
⑥Mailing parameters	→ 10 mailings/real time
⑦Maintenance/follow-up service	→ Detailed display

Back Next

FIG. 12

Selection condition 1

Dental clinic

User popularity

Clinic name	Return rate (%)	Average waiting time	Patient complaints
①AA Clinic	98	20min	0
URL with details	HTTP:WWW.AAA.XX.XX		
②BB Clinic	90	7min	1
URL with details	HTTP:WWW.BBB.XX.XX		

⑩ZZ Clinic	70	15min	5
URL with details	HTTP:WWW.ZZZ.XX.XX		

Back Menu

FIG. 13

Selection condition 2
Dental clinic
Distance from home

Clinic name	Distance	Transportation
①BA Clinic	1km	Walking 10min
URL with details	HTTP:WWW.AAA.XX.XX	
②CB Clinic	3km	Bus 5min Walking 2min
URL with details	HTTP:WWW.BBB.XX.XX	
⑩AZ Clinic	5km	Bus 10min Walking 1min
URL with details	HTTP:WWW.ZZZ.XX.XX	

Back Menu

FIG. 14

Selection conditions 1 and 2 (Condition 2 : Within 10 km radius)
Dental clinic
User popularity and Distance to clinic

Clinic name	Return rate (%)	Distance	Transportation
①AAA Clinic	80	1km	Walking 10min
URL with details	HTTP:WWW.AAX.XX.XX		
②BBB Clinic	95	3km	Train 35min
URL with details	HTTP:WWW.BBX.XX.XX		
⑩ZZZ Clinic	60	5km	Bus 10min
URL with details	HTTP:WWW.ZZX.XX.XX		

Back Menu

FIG. 15

The user's mailing parameters are as follows.
Please reset the parameters should the contents change.

①Type of product/service	→ Medical item
②Specific item	→ Tooth powder
③Selection condition 1	→ Popularity
④Selection condition 2	→ Price
⑤Selection condition 3	→ Accessory services
⑥Mailing parameters	→ 10 mailings/real time
⑦Maintenance/follow-up service	→ Detailed display

Back Next

FIG. 16

Selection condition 1

Tooth powder

User popularity

Maker name	Product name	Description
①SunXX	CliniX	Anti-pyorrhea (Pharmaceutical)
URL with details	HTTP:WWW.AAA.XX.XX	
②LiXX	white & xxxxx	Tartar control
URL with details	HTTP:WWW.BBB.XX.XX	
⑩SunX	XXXX	Tooth whitening
URL with details	HTTP:WWW.ZZZ.XX.XX	

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Menu

FIG. 17

Selection condition 2

Tooth powder

Price

Maker name	Product name	Description	Price
①XXX Yushi	XXXX	Tooth powder	Chinese manufacturer
URL with details	HTTP:WWW.AAA.XX.XX		¥30
②aabb	XXXX	Tooth powder	Wholesale to hotels
URL with details	HTTP:WWW.BBB.XX.XX		¥80
⑩bbbb	XXXX	Tooth powder	Small travel size
URL with details	HTTP:WWW.ZZZ.XX.XX		¥100

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Menu

FIG. 18

Selection condition 3

Tooth powder

Accessory services

Maker name	Product name	Accessory services	Value of accessory services (Special)
①LiXX	aabbc	100g free	¥100
URL with details	HTTP:WWW.AAA.XX.XX		
②SunXX	ddeeff	Free toothbrush	¥80
URL with details	HTTP:WWW.BBB.XX.XX		
⑩bbbb	XXXX	Tooth powder	Sample product
URL with details	HTTP:WWW.ZZZ.XX.XX		¥10

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Menu

FIG. 19

You can fill out a questionnaire for a specific business from among the search results with the advertisement authentication organization.

The advertisement authentication organization will pay you back (cooperation fee) according to the utility of your information.

Also, based on the questionnaires, the subject companies will be notified and given advice for providing better goods and services and bad companies will be removed.

Moreover, you get an automatic confirmation of your total payback points and your questionnaire response when you send e-mail regarding payback confirmation to the advertisement authentication organization at the following address.

E-MAIL ADDRESS AAAA@BB.CC.DD.EE

Back

Next

FIG. 20

The search conditions from the advertisement authentication organization are displayed below. Please input the corresponding number.
(These are the most recent 10 items)

Item	Search date	Type	Search condition
1	○Month, × Day	Dental clinic	User popularity
2	○Month, × Day	Dental clinic	Distance to clinic
3	○Month, × Day	Dental clinic	User popularity and Distance to clinic
4	No search	Other

Go directly to next screen

Subject item From 1 to 4

Should search results be displayed?

Yes...To next screen
after displaying
result example 3

No...To next screen

FIG. 21

Use the pull down menu to select a subject clinic, not yet visited, from among the results of the prior search on "User popularity of clinic and Distance to clinic".

If you are responding about an item that was not found in the previous section, enter the title directly.

(1) Dental clinic search

This is displayed below according to the results screen.
(If not found, directly enter the item below.)

Clinic

This questionnaire relates to [a Clinic].
If this is not correct, reenter (1).

Back

Next

Pull down menu

1.AA Clinic
2.BB Clinic
3.CC Clinic
.
.
.

10.ZZ Clinic
11. Not found
12. Return to menu

Enter the information directly if 4 was selected in the previous section.

FIG. 22

Pre-visit questionnaire (1/1)

Intuitive impression
Enter a number from 1 to 10, with 10 being the best and one being the worst.

Objective impression
Enter a number from 1 to 10, with 10 being the best and one being the worst.

☐ I checked the web site for details but there was not sufficient information.
☐ I checked the web site for details and was satisfied.

☐ Convenient transportation
☐ Attractive appearance
☐ Other impressions

☐ Required items such as length of visit, condition of site, parking?

☐ May this information be publicized anonymously?

Return to menu screen

Pull down menu
☐ No
☐ Yes

FIG. 23

The search conditions from the advertisement authentication organization are displayed below. Please input the corresponding number.
 (These are the most recent 10 items)

Item	Search date	Type	Search condition
1	<input type="radio"/> Month, X Day	Tooth powder	User popularity
2	<input type="radio"/> Month, X Day	Tooth powder	Price
3	<input type="radio"/> Month, X Day	Tooth powder	Accessory services
4	<input type="radio"/> No search	Other

Go directly to next screen

Subject item From 1 to 4

Were search results displayed?

☐ Yes...To next screen after displaying result example 3
☐ No...To next screen

FIG. 24

Use the pull down menu to select subject product, not yet purchased, from among the prior search on "Tooth powder with accessory services".
If you are responding about an item that was not found in the previous section, enter the item name directly.
(1) Tooth powder search

This is displayed below according to the results screen.
(If not found, directly enter the item below.)

This questionnaire relates to [Li XX aabbcc].
If this is not correct, reenter (1).

Pull down menu

- 1. LiXX aabbcc
- 2. SunXX ddeeff
- .
- .
- .
- 10. BBB xxxtooth powder
- 11. Not found
- 12. Return to menu

Enter directly if 4 was selected in the previous section.

FIG. 25

Pre-purchase questionnaire (1/1)

Intuitive impression
Enter a number from 1 to 10, with 10 being the best and one being the worst.

Objective impression
Enter a number from 1 to 10, with 10 being the best and one being the worst.

☐ I checked the web site for details but there was not sufficient information.
☐ I checked the web site for details and was satisfied.
☐ Price too high
☐ I felt it wasn't healthy
☐ Difficult to use
☐ Packaging is not good
☐ If you tried and liked the trial product, fill in the following if you know the source of the trial product
 Location, retailer name, etc.

☐ Other impressions

☐ May this information be publicized anonymously?

Enter directly

Enter directly

Pull down menu

- No
- Yes

FIG. 26

You can fill out a questionnaire for a specific business from among the search results with the advertisement authentication organization.

The advertisement authentication organization will pay you back (cooperation fee) according to the utility of your information.

Also, based on the questionnaires, the subject companies will be notified and given advice for providing better goods and services and bad companies will be removed.

Moreover, you get an automatic confirmation of your total payback points and your questionnaire response when you send e-mail regarding payback confirmation to the advertisement authentication organization at the following address.

E-MAIL ADDRESS AAAA@BB.CC.DD.EE

Post purchase questionnaire input screen (to next screen)

Back

Next

FIG. 27

The search conditions from the advertisement authentication organization are displayed below. Please input the corresponding number.
(These are the most recent 10 items)

Item	Search date	Type	Search condition
1	OMonth, X Day	Dental clinic	User popularity
2	OMonth, X Day	Dental clinic	Distance to clinic
3	OMonth, X Day	Dental clinic	User popularity and Distance to clinic
4	No search	Other

Go directly to next screen

Subject item From 1 to 4

Should search results be displayed?

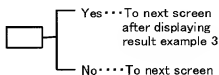


FIG. 28

Use the pull down menu to select a subject clinic, not yet visited, from among the results of the prior search on "User popularity of clinic and Distance to clinic".

If you are responding about an item that was not found in the previous section, enter the title directly.

(1) Dental clinic search

This is displayed below according to the results screen.
(If not found, directly enter [the item] below.)

Clinic

This questionnaire relates to [a Clinic].
If this is not correct, reenter (1).

Back

Next

Pull down menu

1.AA Clinic
2.BB Clinic
3.CC Clinic

.

.

.

.

10.ZZ Clinic

11.Not found

12.Return to menu

Enter the information directly
if 4 was selected in the
previous section.

FIG. 29

Post-visit questionnaire (1/3)

Intuitive impression
Enter a number from 1 to 10, with 10 being the best and one being the worst.

Objective impression
Enter a number from 1 to 10, with 10 being the best and one being the worst.

○The waiting time was about minutes

○How was the interaction with the receptionist? Enter text

Describe

○How was the interaction with the nurse? Enter text

Describe

Pull down menu

- Good
- Regular
- Bad

- Good
- Regular
- Bad

FIG. 30

Post-visit questionnaire (2/3)

○How was the care by the doctor? Enter text

Describe

○How complete was the informed consent? Enter text

Describe

○How appropriate was the cost?

○Was disclosure of the receipt requested?

○Other complaints

Pull down menu

- Good
- Regular
- Bad

- Good
- Regular
- Bad

- Appropriate
- I don't know
- Regular
- Not appropriate

- Yes
- No

FIG. 31

Post-visit questionnaire (3/3)

☐ Requests or desires regarding the facilities

Enter text

☐ Requests or desires regarding the services

Enter text

☐ Response item/advertiser disclosure information such as thanks

Enter text

☐ May this information be publicized anonymously?

Pull down menu

☐ No

☐ Yes

FIG. 32

Pre-purchase/Pre-service questionnaire entry screen

The search conditions from the advertisement authentication organization are displayed below. Please input the corresponding number.
(These are the most recent 10 items)

Item	Search date	Type	Search condition
1	<input type="radio"/> Month, <input type="radio"/> Day	Tooth powder	User popularity
2	<input type="radio"/> Month, <input type="radio"/> Day	Tooth powder	Price
3	<input type="radio"/> Month, <input type="radio"/> Day	Tooth powder	Accessory services
4	No search	Other

Go directly to next screen

Subject item From 1 to 4

Were search results displayed?

☐ Yes...To next screen after displaying result example 3

☐ No...To next screen

FIG. 33

Pre-purchase/Pre-service questionnaire entry screen

Use the pull down menu to select a subject product, not yet purchased, from among the prior search on "Tooth powder with accessory services".

If you are responding about an item that was not found in the previous section, enter the item name directly.

(1) Tooth powder search

This is displayed below according to the results screen.
(If not found, directly enter [the item] below.)

This questionnaire relates to [Li XX aabbcc].
If this is not correct, reenter (1).

Pull down menu

- 1. LiXX aabbcc
- 2. SunXX ddeeff
- .
- .
- .
- 10. BBB xxxtooth powder
- 11. Not found
- 12. Return to menu

Enter directly if 4 was selected in the previous section.

FIG. 34

Post-purchase questionnaire (1/3)

Intuitive impression
Enter a number from 1 to 10, with 10 being the best and one being the worst.

Objective impression
Enter a number from 1 to 10, with 10 being the best and one being the worst.

☐ I'm glad I bought it.

☐ My impressions on using it were Enter text

☐ Compared to the publicity, the actual product was Describe Enter text

Pull down menu

- Good
- Regular
- Bad

- Better than advertised
- The same as advertised
- Worse than advertised
- Advertisement was exaggerated

FIG. 35

Post-purchase questionnaire (2/3)

☐ Do you want to keep using it? Enter text

Fill in the reason below.

☐ The container and cap were Describe Enter text

☐ Compared to other companies' products, this one is Enter text

If there is a maker to be compared, list below. Enter text

☐ Other complaints

Yes

No

I don't know

Good

Regular

Bad

Better

I don't know

Similar

Worse

Yes

No

FIG. 36

Post-purchase questionnaire (3/3)

☐ Requests or desires regarding the sales or retailers
 Enter text

☐ Requests or desires regarding the other services
 Enter text

☐ Response item/advertiser disclosure information such as thanks
 Enter text

☐ May this information be publicized anonymously? ☐ Pull down menu

☐ No
☐ Yes

FIG. 37

You can receive the following information from the users of your company's products : Advertiser image information, products/services image information, and user complaints/related information.
 You'll be charged for acquiring this information. The information fee is 10yen per access, using the number of accesses by the users. The fee is a maximum of 100,000 yen per month for one type of information, even if there are more than 10,000 accesses.
 The bill will include the number of accesses per month as well as the information fee.
 To indicate necessary information, click the white squares below so that they become black.

☐ Advertiser image information
 You can collect information on what kind of impression they have on reliability of the advertiser and your customer services, classifying the users by age, gender, occupation, and income. Use this information to improve your image with customers and to improve your image effectively with customers who have a bad impression.

☐ Products/Services image information
 You can collect information on what kind of differences users find between your goods/services and similar goods/services of your competitors, what kind of impressions they have about your advertisement, packaging, if they are satisfied with your specifications, as well as information on usage and purchasing users of your products. Use this information for efficient development of goods and services.

☐ User complaints/Related information
 By Categorizing complaints from users according to users'age, gender, occupation and income, you can quickly discover the cause of complaints and feed them back for improving goods and services and also the advertiser image.

FIG. 38

Select user classifications

Age	Gender	Occupation	<div>Business type menu</div>
<input type="radio"/> 10~	<input type="radio"/> Male	<input type="radio"/> Company employee	
<input type="radio"/> 20~	<input type="radio"/> Female	<input type="radio"/> Student	
<input type="radio"/> 30~		<input type="radio"/> Free-lance professional	
<input type="radio"/> 40~		<input type="radio"/> Unemployed	
<input type="radio"/> 50~		<input type="radio"/> Other	

Back

Next

FIG. 39

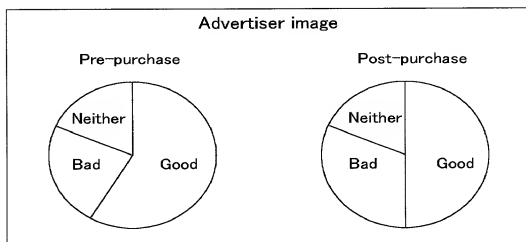


FIG. 40

Breakdown of the reasons for "Good"

<input type="radio"/> Good product design	30%
<input type="radio"/> Stylish commercials	30%
<input type="radio"/> High-quality products	20%
<input type="radio"/> High class reputation	10%
<input type="radio"/> Other	10%

Back

Menu

(a)

Breakdown of the reasons for "Bad"

<input type="radio"/> High-priced products	40%
<input type="radio"/> Bad design	30%
<input type="radio"/> Dislike the company's conservative image	10%
<input type="radio"/> Bad commercials	10%
<input type="radio"/> Other	10%

Back

Menu

(b)

FIG. 41

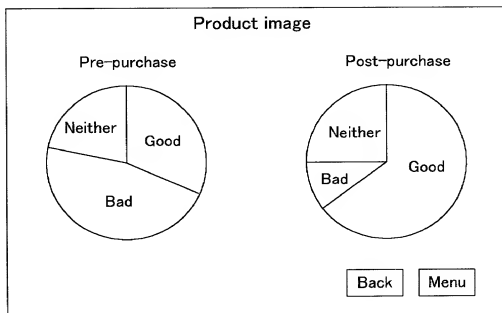


FIG. 42

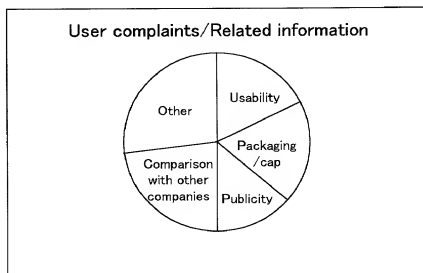


FIG. 43

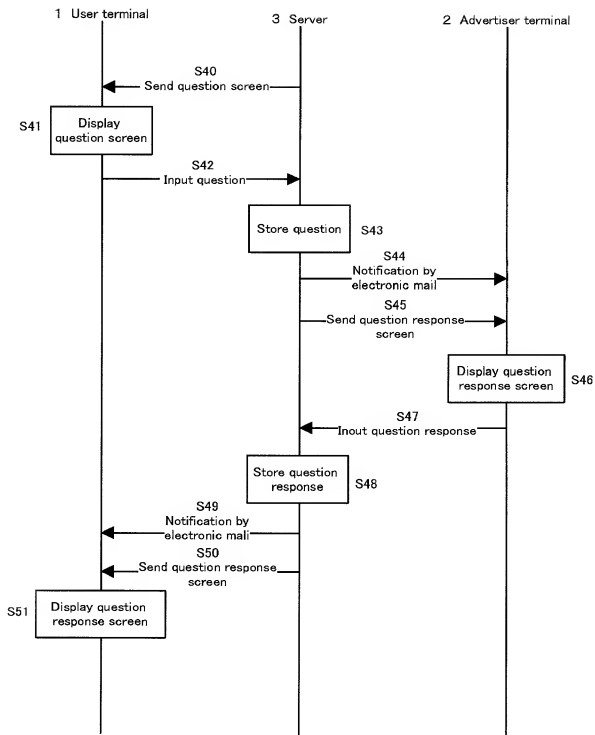


FIG. 44

Question entry blank

* Enter your question below if you didn't find it in the pull down menu.

* May we publish this question anonymously?

Yes ☒
 No ☐

Back **Send**

Pull down menu

- Safety
 - Do you perform safety testing?
 - Are coloring agents used?
 - What is the shelf life?
 - What should I do if a child eats it?
- Products
 - Where is it made?
 - When will the publicized XX be sold?
 - Do you have a travel size?
 - ...
 - ...
 - ...
 - ...

Not found (Fill in the blank below)

FIG. 45

Question (No. OOOOOO)

x x x x . . .

Answer field

Back **Send**

FIG. 46

Question (No. OOOOOO)

x x x x . . .

Answer

x x x x . . .

Level of satisfaction %

Would you like another response? ☐ Yes ☐ No

Please explain why you are dissatisfied with the response.

Back **Send**